



City of Rock Falls

Branding Committee Meeting Minutes

Date: 02/17/11 Time Meeting Started: 2:30 pm Time Meeting Ended: 3:35 pm

Members		Also Attended	
Richard Downey (chairperson)	P		
Susan Boyd	P		
Amy Lego, Rock Falls Library District	P		
Mike Sterba, Coloma Park District	P		
Chris King	P		
Mayor Blanton	P		
P-Present A-Absent			

Ordinance/Topic	Discussion	Plan of Action
1. Call to Order @ 2:30pm	<ul style="list-style-type: none"> • Meeting called to order at 2:30pm 	Meeting called to order at 2:30pm
2. Update on Discussion on Northstar Presentation-rescheduled for COW meeting	<ul style="list-style-type: none"> • Samara Anderson with Northstar presentation addressed the committee via speaker phone regarding their services. Committee asked questions of Ms. Anderson and their services. • Phase 1 & 2 -Research and Strategy development • Phase 3-Creative, Phase 4-Action tools, and Phase-5-Evaluations. • Options were discussed about a sister city program, in working with Rock Falls working with the City of Sterling. 	For next meeting the representative of Northstar will present at the next meeting.
3. Committee member items	<ul style="list-style-type: none"> • The next meeting would be potentially scheduled on the 22nd or the 23rd of March, to allow multiple members to attend. 	Next meeting would be approximately scheduled at 23 rd or 22 nd .
4. Approval of Minutes	<ul style="list-style-type: none"> • Minutes were approved as presented. 	Minutes were approved as presented.
5. Adjournment	<ul style="list-style-type: none"> • Meeting was adjourned at 3:35pm 	Meeting was adjourned at 2:30pm

Richard Downey, Recorder, Rock Falls Branding Committee